

DAFTAR PUSTAKA

Buku dan Bab Buku

- Allen, J. (2007). *The executive's guide to corporate events and business entertaining: how to choose and use corporate functions to increase brand awareness, develop new business, nurture customer loyalty and drive growth*. John Wiley & Sons Canada, Ltd.
- Bressoud, E.E & Lehu, J. M. (2007). *The Product Placement Efficiency As A Result of A Relationship Between A Spectator and A Movie*. Portugal.
- Devito, J. A. (1997). *Komunikasi Antar Manusia: Kuliah Dasar*. Proffesional Books.
- Effendy, O. U. (2003). *Ilmu teori dan filsafat komunikasi*. Citra Aditya Bakti
- Gelder, S.V. (2005). *Global Brand Strategy*. London : Kogan Page
- Karrh, J. A. (1995), Brand Placements in Feature Films: The Practitioner's View. *Proceedings of the Conference of the American Academy of Advertising*, Waco, TX, pp. 182-188. Sutherland & Sylvester. (2005). *Advertising and the mind of the consumer*. Gramedia Pustaka Umum
- Kertamukti, Rama. 2015. *Strategi Kreatif dalam Periklanan: Konsep Pesan, Media, Branding dan Anggaran*. Jakarta: Raja Grafindo Persada.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*.: Alfabeta
- Sutherland & Sylvester. (2005). *Advertising and the mind of the consumer*. Gramedia Pustaka Umum
- Tellis, Gerard J. & Tim Amber. 2007. *The SAGE Handbook of Advertising*. London: Sage Publications.
- Wijaya, B. S. (2019). *Riset Komunikasi Merek*. UB Press

Jurnal dan Prosiding

- Balasubramanian, S. K. (1994). *Beyond advertising and publicity: Hybrid messages and public policy issues*. *Journal of Advertising*, 23(4), 29-46.

- DeLorme, D. E., & Reid, L. N. (1999). Moviegoers' experiences and interpretations of brands in films revisited. *Journal of Advertising*, 28(2), 71-95.
- Gupta, P. B., & Lord, K. R. (1998). Product placement in movies: The effect of prominence and mode on audience recall. *Journal of Current Issues & Research in Advertising*, 20(1), 47-59.
- Hassanah, S. Z., Sjachro, D. W., & Mahameruaji, J. N. (2019). Di balik Branded Web Series kategori drama fiksi karya Yandy Laurens. *ProTVF*, 3(2), 126-140. <https://doi.org/10.24198/ptvf.v3i2.23657>
- Hudson, S. & Hudson, D. (2006). Branded Entertainment: A New Advertising Technique or Product Placement in Disguise? *Journal of Marketing Management*, 22(5-6), 489-504. <https://doi.org/10.1362/026725706777978703>
- Karrh, J. A. (1995), Brand Placements in Feature Films: The Practitioner's View. *Proceedings of the Conference of the American Academy of Advertising*, Waco, TX, pp. 182-188.
- Sutherland & Sylvester. (2005). *Advertising and the mind of the consumer*. Gramedia Pustaka Umum
- Wijaya, B. S. (2020). Brand Discourse Analysis (BDA): Conceptual and Methodological Propositions. *Jobmark: Journal of Branding and Marketing Communication*, 2(1), 39-50. <https://doi.org/10.36782/jobmark.v2i1.93>
- Yang, M., Roskos-Ewoldsen, D. R., & Roskos-Ewoldsen, B. (2004). Mental models for brand placement. *Journal of Communication*, 54(2), 295-310.

Skripsi/Tesis/Paten

- Afifah, Nadila (2022). *Analisis Wacana Merek Pocari Sweat Melalui Branded Entertainment Lagu "Gomen Ne Summer" dari JKT48*. Tugas Akhir (S1) - thesis, Universitas Bakrie.
- Asrori, Yuni Wachid, S.S., M.A., & Maysarah, Siti. (2019). *Budaya Konsumsi Kopi di Korea Selatan dari Masa ke Masa*. Tugas Akhir (D3). Bahasa Korea.
- Kim, H., & Song, J. (2014). The effect of product placement in TV dramas on consumer behavior: The role of narrative transportation and involvement. *Journal of Consumer Behaviour*, 13(5), 319-328.
- Lehu, J.-M. (2007). *Branded entertainment: Product placement & brand strategy in the entertainment business*. Kogan Page Publishers.

- Maulida, Utami. (2021) “*Strategi Brand Placement Melalui Media Film Untuk Menciptakan Brand Awareness*”. Madani Syari’ah, Vol. 4, No. 2. Sekolah Tinggi Agama Islam Binamadani Tangerang.
- Novita et al. (2022). Strategi Digital Branding yang Efektif untuk UMKM Menggunakan TikTok. Jurnal Pengabdian Kepada Masyarakat. Universitas Esa Unggul, Jakarta.
- Rizky, Raden Evan. (2021) *Analisis Wacana Merek Ponds White Beauty Melalui Branded Entertainment Dalam Lagu Afgan “Wajahmu Mengalihkan Duniaku”*. Skripsi. Universitas Bakrie, Jakarta.
- Russell, C. A. (1998). Toward a framework of product placement: Theoretical propositions. *Advances in Consumer Research*, 25, 357-362.
- Russell, C. A. (2002). Investigating the effectiveness of product placements in television shows: The role of modality and plot connection congruence on brand memory and attitude. *Journal of Consumer Research*, 29(3), 306-318.
- Susanti, Ari. (2021) “*Drakor Rasa Kopiko (Analisis Komunikasi Pemasaran Kopiko Pada Drama Korea Vincenzo)*”. *Jurnal Ilmu Komunikasi Vol. 05 No. 01*. Program Studi Ilmu Komunikasi, Universitas Muhammadiyah. Jember
- Wartiningsih, Agus. Dayang Atika Kurniawati, dan Martono, “*Kajian Intektual Pada Novel Surat Kecil Untuk Tuhan dan Novel Air Mata Surga*”. Pendidikan Bahasa dan Sastra Indonesia, FKIP Untan, Pontianak.
- Widyadhana, Audrey Jessie. (2023). Analisis Pengaruh Makro Influencer Dan Mikro Influencer Dalam Kol (Key Opinion Leader) Marketing Terhadap Brand Awareness Skintific. Program Studi Manajemen Fakultas Ekonomi Dan Bisnis . Universitas Ma Chung, Malang
- Wijaya, B. S. (2020). Brand Discourse Analysis (Teori dan Metode Analisis Wacana Merek). ID Patent No: 000266066. Dirjen HaKI, Kementerian Hukum dan Hak Asasi Manusia Republik Indonesia

Sumber Elektronik/Internet

VOI, 2020. Mendalami Invasi Drama Korea : Dukungan Pemerintah dan Strategi Pelaku Industri, Jakarta, VOI.id diambil dari laman

https://voi.id/tulisan-seri/6203/mendalami-invasi-drama-korea-dukungan-pemerintah-dan-strategi-pelaku-industri#google_vignette

<https://www.idntimes.com/business/economy/rehia-indrayanti-br-sebayang/ada-kopiko-di-hometown-cha-cha-cha-lanjut-strategi-iklan-lewat-drakor/3>

<http://old.maverick.co.id/branded-entertainment-menjadikan-brand-bagian-dari-sebuah-cerita/>

Gemari.id, 2020. Budaya Ppalli-Ppalli Korea Selatan, Jakarta.

<https://gemari.id/gemari/2020/1/14/budaya-ppalli-ppalli-korea-selatan>